

Gartner Data & Analytics Summit 2017



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Lead in the Age of Infinite Possibilities



Delivering on Needs of Data and Analytics Leaders in 2017

The **Gartner Data & Analytics Summit 2017** brings you actionable sessions on key trends to transform your business through a leading BI, analytics and IM program. Bring your team to maximize learning by participating together in relevant sessions or split up to cover more ground, sharing your session take-aways later. To help you navigate this year's agenda, we have recommended sessions mapped to you and your team's key priorities.

1 How can data and analytics leadership roles, such as the Chief Data Officer, play a strategic role in your organization?

Early adopters of the chief data officer (CDO) role and the office of the CDO are pioneering a new organizational function alongside IT, business operations, HR and finance — according to the Second Gartner CDO Survey.

- Your Career Path as a Chief Data Officer
- How a Chief Data Officer Can Create and Lead High-Performance Teams
- Guest Keynote: Preparing Your Organization for Data Science Transformation
- Opportunities and Challenges for Government Chief Data Officers
- 10 Ways CDOs and CAOs Fail and How to Avoid the Traps
- How to Create a Data-Driven Organization
- How to Tell a Story with Data and Analytics

2 How should organizations measure, prioritize and justify the business value of their information and analytics investments?

“Better decision making” and “single version of the truth” no longer serve to justify data and analytics investments. CDOs and other data and analytics leaders need to create concrete, measurable metrics that link data and analytics initiatives to information, business and stakeholder value.

- Why and How to Measure the Value of Your Information Assets
- Data and Analytics Strategy Explorations: Linking Information to Tangible Business Outcomes
- Building the Business Case and Measuring the Benefits for MDM
- Customer Analytics: How to Maximize Value Across the Entire Customer Life Cycle
- Don't Buy Analytics Your Core Banking System Already Has
- Make Your Metrics Meaningful
- Seven Steps to Monetizing Your Information Assets
- Creating a Business Plan for Cost Optimization of DBMS Portfolio

3 What skills, roles and organizational structures will be critical to your data and analytics success?

Today's complex digital business environment is ever more dependent on analysis for critical decisions and actions. Information and analytics skill gaps persist, and basic skills, too, are in short supply, as the move to digital ecosystems changes the required IT capabilities.

- Opportunities and Challenges for Government Chief Data Officers
- Reimagining Your Data and Analytic Organization for Digital Business
- Your Career Path as a Chief Data Officer
- Preparing Your Organization for Data Science Transformation
- Citizen Data Scientists: Bridging the Analytic Divide
- Renovate Your Data Integration Capabilities to Enable the Integrated Digital Business

4 How can organizations create effective information and analytics strategies for information use cases?

Strategy is often not very well understood, and there is no single template or method for how to “do” strategy. Data and analytics leaders are therefore struggling to find the best approach to address the strategic transformation toward the digital business.

- Lead in the Age of Infinite Possibilities
- How Analytics Will Change Every Part of Your Organization
- NSW Data Analytics Centre — A Year in Review
- BICC to ACE: From Command and Control, to Collaborate and Enable
- The Next Generation of BI and Analytics: Key Trends You Need to Know
- Building and Sustaining Advanced Data and Analytics Strategy
- Preparing Your Organization for Data Science Transformation

5 How can your organization move toward a single, trusted view of master data?

Without enterprise-wide agreement on commonly reused master data domains, entities and attributes, your organization cannot be totally effective or efficient in the execution of many business and IT programs, up to and including digital business.

- Master Data Fundamentals: Set Your MDM Program Up for a Winning Start
- MDM Is Dead! Long Live MDM!
- Mastering the “Things” in the Internet of Things
- Adopting and Addressing Metadata Management as an Enabler for Effective Digital Transformation
- MDM Is Critical for Customer Experience
- Top Four Reasons Your MDM Program Will Fail, and How to Avoid Them

6 What are the critical factors in establishing an effective data and analytics governance?

Information governance is a framework that specifies decision rights and accountability mechanisms for ensuring proper behaviors with information assets. Despite this simple concept, most organizations implement information governance in silos.

- Data and Analytics Governance — Coming Together
- Executing on Data Quality Assurance for Digital Business
- State of Data Security
- The End of Data Governance as We Know It
- How to Enhance Your Data Governance Initiative With Information Stewardship Applications Efficiency in Information Governance: Align Risk, Optimization and Data Value Initiatives

7 How can you empower your organization with self-service delivery of data and analytics?

New self-service data preparation capabilities provide users with greater agility to respond to new data sources and new business requirements, challenging business intelligence (BI) leaders who adhere to more centralized data modeling approaches.

- Self-Service Data and Analytics for the Citizen Data Scientist
- Pervasive Analytics without Chaos through Self-Service Data Preparation
- Citizen Synergy: Leveraging the Business User Community to Foster and Drive Analytics
- Citizen Data Scientists: Bridging the Analytic Divide

8 How can you achieve a unique, value-based customer experience centered on a business-relevant “single view” of customer data and/or product data across the enterprise?

Beyond data and analytics’ traditional role in supporting decision making, they are increasingly being infused in places they haven’t existed before. Today, data and analytics are shaping and molding external and internal customer experiences, based on predicted preferences for how each individual and group wants to interact with the organization.

- Customer Analytics: What Could It Mean for You?
- Customer Analytics: How to Maximize Value across the Entire Customer Life Cycle
- MDM Is Critical for Customer Experience

9 How can you address the challenges of combining and using the information generated by IT, OT and the IoT?

The Internet of Things (IoT) and the demands of the digital enterprise require data management and business analytic professionals to take specific action to enhance their data and analytics.

- Mastering the “Things” in the Internet of Things
- What the Internet of Things Means for Your Data Management Capabilities
- Unlocking the Secrets of Operational Technology (OT) Data
- Equipment Analytics — Trust and Ethics When It Comes to Equipment and Machines

10 How can you plan and build a modern architecture for data and analytics?

Data and analytics leaders are evolving their initiatives with the implementation of modern data and analytics platforms, but different technology and deployment choices lead to distinct benefits and limitations.

- Connection vs. Collection: The Future of Data Management
- Delivering on Digital Business with Stream Processing and Real-Time Analytics
- Renovate Your Data Integration Capabilities to Enable the Integrated Digital Business
- Adopting and Addressing Metadata Management as an Enabler for Effective Digital Transformation
- Data Management Solutions for Analytics — Beyond the Data Warehouse

11 How can you navigate the rapidly evolving landscape of data and analytics technology markets and vendors?

According to the Gartner 2017 CIO Agenda, when it comes to top technology investments, BI and analytics persist in the top spot year after year. Top performers are more likely to mention BI and analytics than other groups, but it is clear that this capability is seen by all as the key that unlocks the digital value door.

- Hadoop and Spark: Understanding Open-Source Opportunities and Risks
- New Data and Analytics Initiatives Demand Modern Pricing Models and Sound Negotiation Strategies
- The Changing DBMS Landscape for Digital Business: Making Sense of the Options
- Critical Insights of the Market through the Gartner Magic Quadrant Lens and Other Methodologies
- Delivering on Digital Business With Stream Processing and Real-Time Analytics
- Data Integration Hubs: Strategic Architecture for Data Sharing
- Data Management Solutions for Analytics: Beyond the Data Warehouse
- From Pointless to Profitable: Using Data Lakes for Sustainable Analytics Innovation
- How to Negotiate With the Megavendors (IBM, Microsoft, Oracle, SAP) to Optimize Costs and Mitigate Risk

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PREDICTS

By 2018, over half of large organizations globally will compete using advanced analytics and proprietary algorithms, causing the disruption of entire industries.